



**Piney
Pete
Says:**

**WATCH
PROFITS
GROW
WITH**

Packaged Perennials

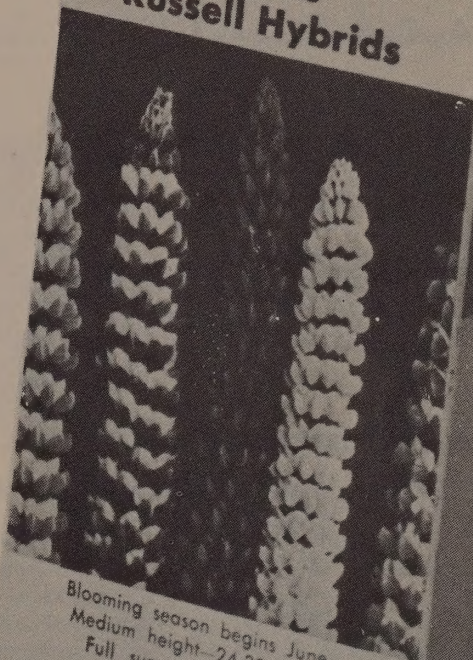
**HEALTHY,
HARDY
PRODUCTS
FROM**

**MICHIGAN'S
West Shore Nursery
Marketing Co-operative, Inc.**

Zeeland, Michigan • PR 2-2126

**LIBRARY
RECEIVED
★ FEB 2 1962
U. S. Department of Agriculture**

**Lupins
Russell Hybrids**



Blooming season begins June
Medium height—24-30 inches
Full sun—partial shade



PACKAGED

**Colorful,
Convenient
No-Work
Money-
Makers!**

4 COLOR PICTURES

**EASY-TO-FOLLOW
PLANTING
DIRECTIONS**

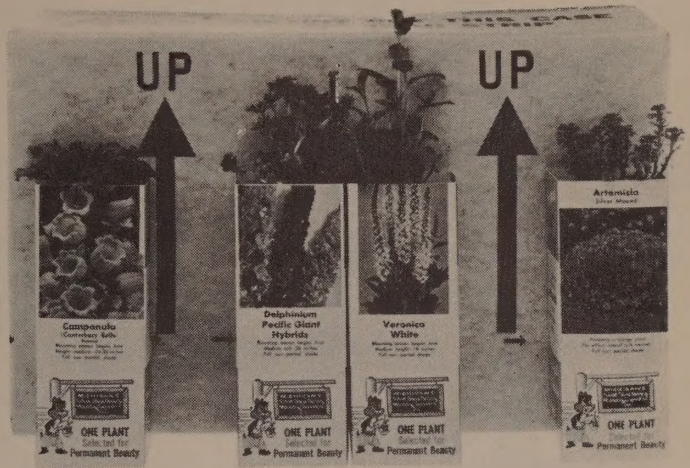


NO MESS!

Roots wrapped in moisture-proof Polyethelene. No watering necessary during first 10 days on the shelf. For best results, receive shipment every week or ten days.

PERENNIALS

*Shipped In
Protective*
**MASTER
CARTON**



24 plants per shipping case. Shipping weight 17 pounds per case. Each individual plant cell 2³/₄" x 2¹/₄" x 7 inches. Overall dimensions of Master Carton: 10¹/₂" deep, 10" wide, 18¹/₄" long.



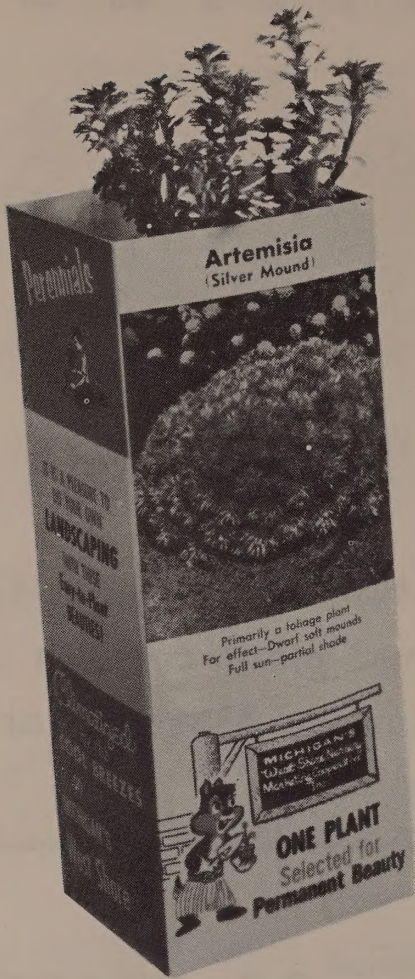
**25 YEARS
EXPERIENCE**

YOUR ONE RELIABLE SOURCE FOR HARDY PLANTS

All of the plants packed for us are produced by some of the oldest and most reliable growers in the country. Plants are raised on soil that has been scientifically prepared. They are exceptionally hardy, having been acclimated by the rigors of Michigan winters to withstand the low temperatures to which they may be exposed. Plants are sorted and graded for quality by experienced personnel and packed in a modern packing plant. Large storage facilities make it possible for us to keep our customers supplied with fresh stock upon minimum notice. Located as we are, near many shipping terminals, all shipments are in transit very soon after orders are received.

MICHIGAN'S West Shore Nursery Marketing Cooperative, Inc.
ZEELAND, MICHIGAN • PProspect 2-2126

PACKAGED



*designed
especially
for today's
self-service
cash-and-carry
trade!*

1-A ACHILLEA (June—15")

2-A AJUGA-Bugle: (Reptans Rubra) Attractive ground cover for slopes, banks and shady area, bright blue flowers. (June)

3-A ALYSSUM (Basket of Gold) (May—15")

4-A ANTHEMIS (Tinctoria) (June—15")

5-A AQUILEGIA (Columbine) (Assorted) (June—18")

6-A ARTEMESIA (Silver Mound) (Foliage plant for Borders and Rock Garden)

PLEASE NOTE

Months indicate normal date when blooming begins. Approximate height is listed in inches (") or feet (') but may vary with soil fertility.

PERENNIALS



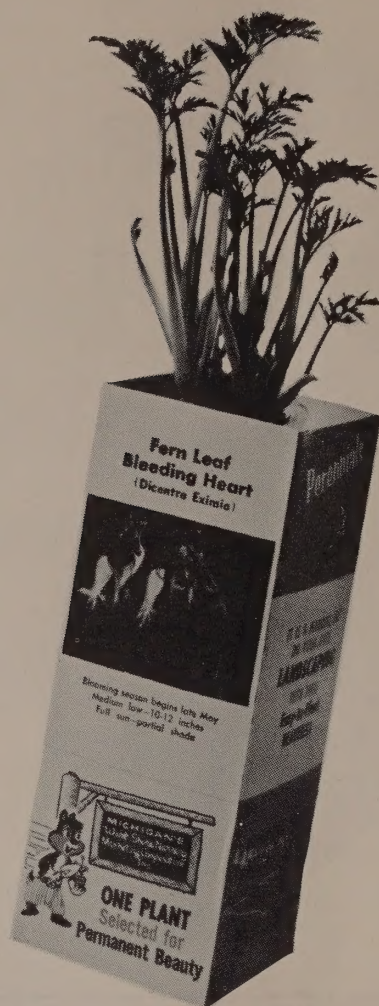
**easy-to-read
planting
instructions
and 4-color
pictures on
every package**

7-A ASCELPIAS (Tuberosa) Attractive mounds of bright orange colored flowers (July—15")

- 8-A ASTERS (Hardy) (Little Red Boy) (Sept—15")
- 8-B ASTERS (Hardy) (Rose Serenade) "
- 9-A CANTERBURY BELLS (Blue-Biennial) (June—20")
- 9-B CANTERBURY BELLS (Pink-Biennial) "
- 9-C CANTERBURY BELLS (White-Biennial) "
- 10-A CARNATIONS (Grenadin) (Assorted) (JUNE—16")
- 10-B CARNATIONS (Grenadin) (Scarlet) "
- 10-C CARNATIONS (Grenadin) (White) "
- 10-D CARNATIONS (Grenadin) (Pink) "
- 10-E CARNATIONS (Grenadin) (Yellow) "

PACKAGED

*hardy,
permanent
perennials
increase in
vigor, beauty
and value
each year*



- 11-A CHRYSANTHEMUMS (Red) (Sept.—12")
- 11-B CHRYSANTHEMUMS (Bronze) "
- 11-C CHRYSANTHEMUMS (Yellow) "
- 11-D CHRYSANTHEMUMS (White) "
- 11-E CHRYSANTHEMUMS (Pink) "
- 12-A COREOPSIS (June—18")
- 13-A DELPHINIUM (Belladonna) (June—24")
- 13-B DELPHINIUM (Lamartine) "
- 14-A DELPHINIUM PACIFIC HYBRIDS (Galahad) (June—4')
- 14-B DELPHINIUM PACIFIC HYBRIDS (King Arthur) "
- 14-C DELPHINIUM PACIFIC HYBRIDS (Summer Skies) "
- 14-D DELPHINIUM PACIFIC HYBRIDS (Assorted) "
- 15-A DIANTHUS (Hardy Pinks) (Assorted) (June—15")
- 16-A DICENTRA (Eximia) (Plumy Bleeding Heart) (June—12")

PERENNIALS

16-B DICENTRA (Spectabilis) Old Fashioned Bleeding (see Page 10) Heart (June—20")

17-A DIGITALIS (Foxglove) (Assorted) (June—24")(Biennial)

18-A EUPHORBIA (Polychroma) (Beautiful mounds of Lemon-Yellow flowers) (April—15")

19-A GAILLARDIA (Assorted) (June—16")

20-A GEUM (Assorted) (June—12")

21-A GYPSOPHILA (Baby's Breath) (July—16")

22-A HELIOPSIS (July—18")

23-A HEUCHERA (Coral Bells) (May—16")

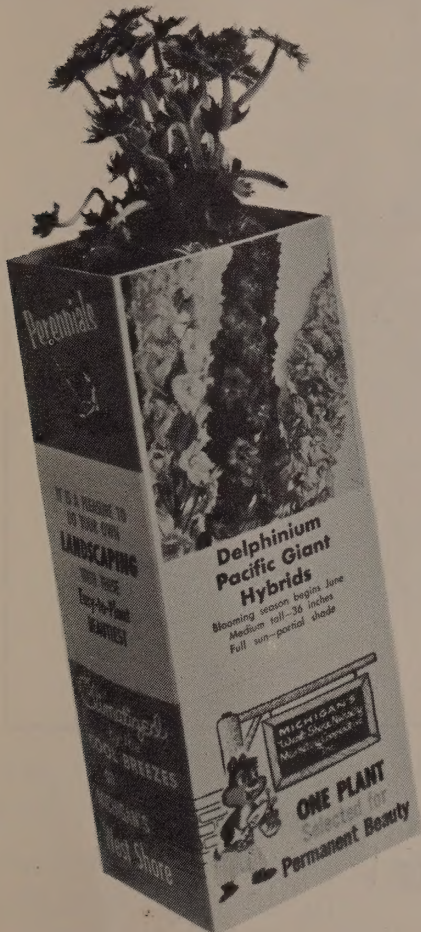
24-A HOLLYHOCK (DbI. Assorted) (June—36")

24-B HOLLYHOCK (DbI. Scarlet) "

24-C HOLLYHOCK (DbI. Pink) "

24-D HOLLYHOCK (DbI. White) "

24-E HOLLYHOCK (DbI. Canary Yellow) "



***think-ahead
buyers are
ordering in big
volume — get
your first
shipment
underway
today!***

PACKAGED

25-A **IBERIS** (*Sempervirens*) (Candytuft) (May—10")

26-A IRIS SIBIRICA (*Siberian Iris*) **Caesar's Brother. Dwarf rich blue flowers.** (June—15")

27-A **LATHRUS** (*Sweet Pea*) (*Assorted*) (July—4' prostrate vines)

28-A **LAVENDULA VERA** (*Sweet Lavender*) (July—12")

29-A **LILY OF THE VALLEY** (*loves shade*) (June—6")

30-A **LINUM** (*Perennial Flax*) (14") (June—16")

31-A **LUPINES** (*Russell's Hybrids*) (*loves shade*) (July—16")

32-A **LYTHRUM** (*Roseum Superbum*) (July—16")

33-A **MONARDA** (*Cambridge Scarlet*) (June—12")

34-A OENOTHERA (*Missouriensis*) **Evening Primrose. Large lemon-yellow flowers on prostrate and spreading plants** (June)

35-A **ORIENTAL POPPY** (May—20")

36-A **PHLOX SUBULATA** (*Creeping*) (*Wine Red*) (May—Prostrate—spreading)

36-B **PHLOX SUBULATA** (*Creeping*) (*Pink*) "

36-C **PHLOX SUBULATA** (*Creeping*) (*Blue*) "

36-D **PHLOX SUBULATA** (*Creeping*) (*White*) "

PHLOX (*Hardy Garden — Tall*) (July—24") **A wonderful flower for that splash of color in midsummer.**

37-A (*Salmon Pink*)

37-B (*Deep Red*)

37-C (*Soft Purple*)

37-D (*Scarlet Orange*)

37-E (*Pure White*)

37-F (*White—Crimson Eye*)

37-G (*Soft Pastel Pink*)

38-A **PLATYCODEN** (*Assorted*) (July—14")

39-A **PYRETHRUM** (*Painted Daisy*) (*Assorted*) (May—16")

40-A **SCABIOSA** (*Caucasica Blue*) (June—12")

PERENNIALS

41-A SEDUM (Spectabile Brilliant) (August—14")

42-A SHASTA DAISY (June—12")

43-A STOKESIA (Stokes Aster) (July—10")

44-A SWEET WILLIAM (Assorted) (June—12")

45-A TRITOMA (Red Hot Poker) (July—24")

46-A VALERIANA (Crimson) (June—16")

47-A VERONICA (Blue) (July—16")

47-B VERONICA (White) "

48-A VINCA MINOR (Myrtle) Attractive ground cover for shady areas and slopes.



One planting and your customers will never lack a colorful garden and lovely bouquets.

We solicit your inquiries and orders, which will receive our prompt and careful attention.

SUGGESTED ASSORTMENTS FOR YOUR CONVENIENCE

These four Standard Assortments are made up of the most popular and better known perennials. Each case has 4 plants of 6 different varieties so that it will not be necessary to display more than 2 or 3 cases at one time if shelf space is limited.

ASSORTMENT A:

- 4 Delphinium
- 4 Shasta Daisy
- 4 Canterbury Bells
- 4 Carnations
- 4 Cushion Mums
- 4 Coreopsis

ASSORTMENT B:

- 4 Delphinium
- 4 Carnations
- 4 Gaillardia
- 4 Foxglove
- 4 Oriental Poppies
- 4 Painted Daisy

ASSORTMENT C:

- 4 Double Hollyhocks
- 4 Baby's Breath
- 4 Columbine
- 4 Hardy Asters
- 4 Lily of the Valley
- 4 Candytuft

ASSORTMENT D:

- 4 Sweet Williams
- 4 Dianthus (Pinks)
- 4 Lupines
- 4 Red Hot Pokers
- 4 Fern Leaf Bleeding Heart
- 4 Veronica

PRICE LIST

Standard Case (24 plants per case).....\$4.80 case

*Special Case (18 plants per case).....\$4.80 case

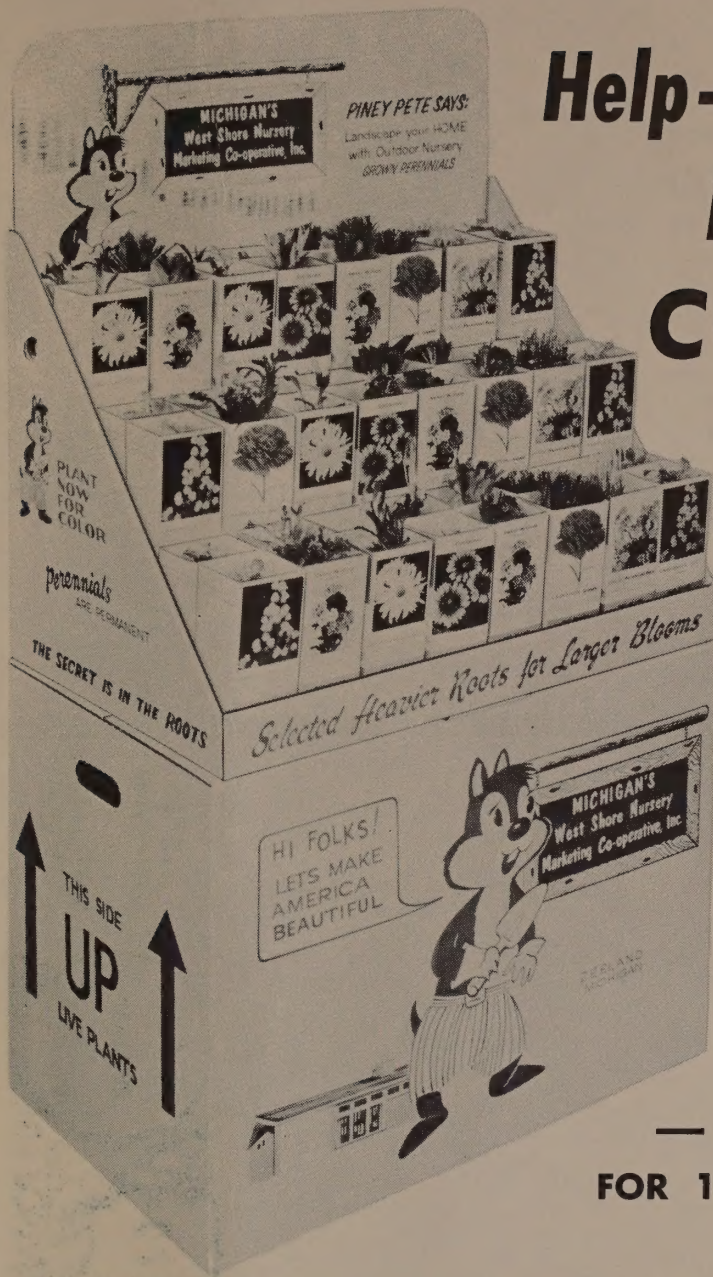
*The Special case contains extra large plants which appeal to the more discriminating customer or landscaper.

PLEASE NOTE: DICENTRA SPECTABILIS (Old Fashioned Bleeding Heart) is sold in Special case only.

TERMS: Cash with order or C.O.D. Open account shipments by special arrangement before shipment.

Many customers take advantage of prepaid freight by ordering 10 cases or more and including the full order price with the order.

Note: If your cartons are damaged, please file claim with your carrier immediately to expedite collection.



Help-them-selves **DISPLAY COUNTER**

Holds 48 plants — requires a minimum of space; just 15" x 24". Suitable for counter display or may be used as an island display. Sturdy construction — will last the entire season.

FREE!

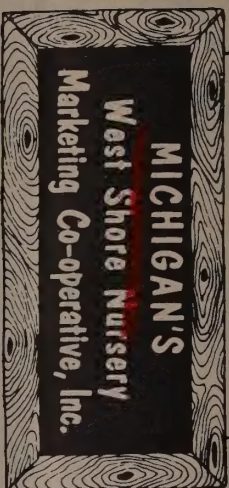
— WITH INITIAL ORDER
FOR 10 CASES OF PLANTS!

Plus!

TWO 4-COLOR BANNERS

Eye-catching, hard-working! Loaded with attractive photos — and — packed right with your display counter!

MICHIGAN'S West Shore Nursery Marketing Cooperative, Inc.
ZEELAND, MICHIGAN • PROspect 2-2126



NEW!

1961—1962

PACKAGED

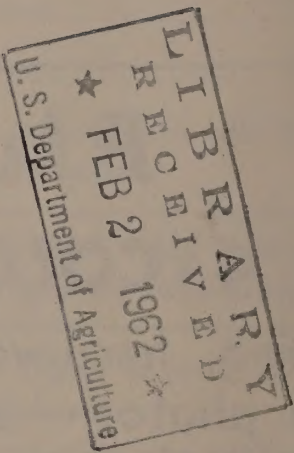
PERENNIALS

Catalog and Price List

WRITE FOR OTHER WEST SHORE
CATALOGS ON: Annuals, Bulbs,
Ornamentals, Ornamental Liners,
Evergreens, Christmas Trees and
Seedlings

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62
PLANT
PERENNIALS
FOR
PERMANENT
BEAUTY



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